

**CLAIM AMENDMENTS**

1. – 3. (Canceled)

4. (Currently amended) An apparatus, comprising:

one or more video server components that play one or more videos at one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold;

wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video for a mobile phone; and

wherein the video server component sends a query message to the mobile phone for permission to send the video to the mobile phone; and

~~The apparatus of claim 2,~~ wherein the video comprises a first video, and wherein the internet protocol address comprises a first internet protocol address; and

wherein the query message comprises a choice between the first video and a second video, and wherein the first video is stored at the first internet protocol address and the second video is stored at a second internet protocol address; and

wherein a user of the mobile phone employs the mobile phone to reply to the choice with a selection of the first video or the second video, and wherein the mobile phone sends the selection to the video server component; and

wherein the video server component employs the selection to connect the mobile phone to the first internet protocol address for the first video or the second internet protocol address for the second video.

1           5.       (Currently amended) The apparatus of claim [[1]] 4, further comprising an  
2 interactive server component;

3           wherein the one or more video server components that play the one or more  
4 videos at the one or more mobile phones while the one or more phone calls associated  
5 with the one or more mobile phones are on hold comprise a video server component  
6 that plays a video for a mobile phone while a phone call associated with the mobile  
7 phone is on hold; and

8           wherein the interactive server component connects with the phone call  
9 associated with the mobile phone through a voice network component; and

10          wherein the interactive server component places the phone call associated with  
11 the mobile phone on hold.

1           6.       (Currently amended) An apparatus, comprising:

2           one or more video server components that play one or more videos at one or  
3 more mobile phones while one or more phone calls associated with the one or more  
4 mobile phones are on hold;

5           the apparatus further comprising an interactive server component;

6           wherein the one or more video server components that play the one or more  
7 videos at the one or more mobile phones while the one or more phone calls associated  
8 with the one or more mobile phones are on hold comprise a video server component  
9 that plays a video for a mobile phone while a phone call associated with the mobile  
10 phone is on hold; and

11        wherein the interactive server component connects with the phone call  
12        associated with the mobile phone through a voice network component; and

13        wherein the interactive server component places the phone call associated with  
14        the mobile phone on hold; and

15        ~~The apparatus of claim 5,~~ wherein the interactive server component requests  
16        user information from a user of the mobile phone; and

17        wherein upon a receipt of the user information from the mobile phone, the  
18        interactive server component searches a database with the user information to make a  
19        determination of one or more user preferences of the user of the mobile phone; and

20        wherein the interactive server component passes the one or more user  
21        preferences to the video server component.

1           7.        (Original) The apparatus of claim 6, wherein the video server component  
2        employs one or more of the one or more user preferences to determine which video of a  
3        plurality of videos to play at the mobile phone.

1           8.        (Currently amended) The apparatus of claim 5, wherein the phone call  
2        associated with the mobile phone comprises user information, and wherein the  
3        interactive server component searches a database with the user information to make a  
4        determination of one or more user preferences of a user of the mobile phone; and

5        wherein the interactive server component passes the one or more user  
6        preferences to the video server component.

1           9.     (Original) The apparatus of claim 8, wherein the video server component  
2     employs one or more of the one or more user preferences to determine which video of a  
3     plurality of videos to play at the mobile phone.

1           10.   (Original) The apparatus of claim 5, wherein the video server component  
2     or the interactive server component sends a query message to the mobile phone for  
3     permission to play the video at the mobile phone.

1           11.   (Currently amended) The apparatus of claim 10, wherein the query  
2     message comprises an internet protocol address for connection to the video; and  
3                wherein the mobile phone replies to the video server component or the  
4     interactive server component with permission to play the video, wherein the video  
5     server component connects the mobile phone to the video at the internet protocol  
6     address through a data network.

1           12.   (Currently amended) The apparatus of claim 10, wherein a voice over  
2     internet protocol network comprises the voice network component and a data network,  
3     and wherein the query message comprises an internet protocol address for connection  
4     to the video; and

5                wherein the mobile phone replies to the video server component or the  
6     interactive server component with permission to play the video, and wherein the video  
7     server component connects the mobile phone to the video at the internet protocol  
8     address through the voice over internet protocol network.

1        13.    (Currently amended) The apparatus of claim 5, wherein the interactive  
2    server component notifies the video server component to stop playing the video at the  
3    mobile phone, and wherein the interactive voice server component takes the phone call  
4    associated with the mobile phone off hold.

1        14. – 15.    (Canceled)

1        16.    (Currently amended) A method, comprising the step of:  
2        instructing one or more video server components to play one or more videos at  
3        the one or more mobile phones while one or more phone calls associated with the one  
4        or more mobile phones are on hold;

5        wherein the one or more video server components that play the one or more  
6        videos at the one or more mobile phones comprise a video server component that plays  
7        a video at a mobile phone while a phone call associated with the mobile phone is on  
8        hold; and

9        wherein the step of instructing the one or more video server components to play  
10       the one or more videos at the one or more mobile phones while the one or more phone  
11       calls associated with the one or more mobile phones are on hold comprises the step of:

12       sending a query message to the mobile phone for permission to play the video at  
13       the mobile phone;

~~The method of claim 15~~, wherein the one or more videos comprise a first video and a second video, and wherein the query message comprises a choice between the first video and the second video, and wherein the first video is stored at a first internet protocol address and the second video is stored at a second internet protocol address; and

wherein the step of sending the query message to the mobile phone for permission to play the video at the mobile phone comprises the steps of:

receiving a reply from a user of the mobile phone with a selection of the first video or the second video; and

employing the selection of the first video or the second video to connect the mobile phone to the first internet protocol address for the first video or the second internet protocol address for the for the second video.

17. (Currently amended) A method, comprising the step of:  
instructing one or more video server components to play one or more videos at the one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold;

~~The method of claim 14~~, wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video at a mobile phone while a phone call associated with the mobile phone is on hold; and

wherein the step of instructing the one or more video server components to play the one or more videos at the one or more mobile phones while the one or more phone calls associated with the one or more mobile phones are on hold comprises the steps of:

obtaining user information of a user of the mobile phone from the phone call associated with the mobile phone; and

searching a database with the user information of the user of the mobile phone to determine one or more user preferences of the user of the mobile phone.

18. (Original) The method of claim 17, wherein the step of searching the database with the user information of the user of the mobile phone to determine the one or more user preferences of the user of the mobile phone comprises the step of:

employing one or more of the one or more user preferences to determine which video of a plurality of videos to play at the mobile phone.

19. (Currently amended) The method of claim ~~[[14]]~~ 17, further comprising the steps of:

ending a transmission of one or more of the one or more videos at one or more of the one or more mobile phones; and

taking one or more of the one or more phone calls associated with the one or more of the one or more mobile phones off hold.

20. (Currently amended) ~~An article~~ A computer-readable medium having computer executable instructions for performing steps, comprising:

~~one or more computer-readable signal-bearing media; and~~

means in the one or more media for instructing one or more video server components to play one or more videos at the one or more mobile phones while one or more phone calls associated with the one or more mobile phones are on hold;

wherein the one or more video server components that play the one or more videos at the one or more mobile phones comprise a video server component that plays a video at a mobile phone while a phone call associated with the mobile phone is on hold; and

wherein the step of instructing the one or more video server components to play the one or more videos at the one or more mobile phones while the one or more phone calls associated with the one or more mobile phones are on hold comprises the steps of:

obtaining user information of a user of the mobile phone from the phone call associated with the mobile phone; and

searching a database with the user information of the user of the mobile phone to determine one or more user preferences of the user of the mobile phone.

21. (New) The apparatus of claim 4, wherein the query message comprises an internet protocol address for connection to the video, and wherein the mobile phone replies to the video server component with permission to play the video, and wherein the video server component connects the mobile phone with the internet protocol address to play the video at the mobile phone.



1           22.   (New) A system, comprising:

2           an interactive server component that comprises means to employ user  
3   information associated with a mobile phone to search a database to determine one or  
4   more video preferences of a user of the mobile phone, wherein the interactive server  
5   component comprises means to receive a phone call associated with the mobile phone  
6   from one or more network components and means to place the phone call on hold when  
7   an intended recipient is busy; and

8           a video server component that comprises means to employ at least one of the  
9   one or more video preferences and means to play a video from a plurality of videos at  
10   the mobile phone based on the one or more video preferences, wherein the user selects  
11   the video via the mobile phone, and wherein the video server component employs the  
12   means to play the video at the mobile phone while the phone call associated with the  
13   mobile phone is on hold.

1           23.   (New) The system of claim 22, wherein the video server component  
2   comprises means to send a query message to the mobile phone for permission to send  
3   the video to the mobile phone, and wherein the query message comprises an internet  
4   protocol address for connection to the video; and

5           wherein the mobile phone comprises means enabling the user to reply to the  
6   video server component with permission to play the video, and wherein the video server  
7   component comprises means to connect the mobile phone with the internet protocol  
8   address to play the video at the mobile phone.

1        24.    (New) The system of claim 22, wherein the video comprises a first video  
2 stored at a first internet protocol address; and

3        wherein the video server component comprises means to send a query message  
4 to the mobile phone for permission to send the first video or a second video to the  
5 mobile phone, and wherein the query message comprises a choice between the first  
6 video stored at the first internet protocol address and the second video stored at a  
7 second internet protocol address; and

8        wherein the mobile phone employs means enabling the user to reply to the  
9 choice with a selection of the first video or the second video and to send the selection to  
10 the video server component; and

11       wherein the video server component comprises means to employ the selection to  
12 connect the mobile phone) to the first internet protocol address for the first video or the  
13 second internet protocol address for the second video.

1       25.    (New) The system of claim 22, wherein the interactive server component  
2 comprises means to connect with the phone call associated with the mobile phone  
3 through a voice network component; and

4       wherein the interactive server component comprises means to request user  
5 information from a user of the mobile phone; and

6       wherein the interactive server component comprises means to place the phone  
7 call associated with the mobile phone on hold; and

8            wherein upon a receipt of the user information from the mobile phone, the  
9        interactive server component comprises means to search the database with the user  
10       information to determine the one or more video preferences of the user of the mobile  
11       phone; and

12           wherein the interactive server component comprises means to pass the one or  
13       more video preferences to the video server component.

1           26.    (New) The system of claim 22, wherein the interactive server component  
2       comprises means to connect with the phone call associated with the mobile phone  
3       through a voice network component; and

4           wherein the interactive server component comprises means to place the phone  
5       call associated with the mobile phone on hold; and

6           wherein the phone call associated with the mobile phone comprises user  
7       information, and wherein the interactive server component comprises means to search  
8       the database with the user information to determine the one or more video preferences  
9       of the user of the mobile phone; and

10           wherein the interactive server component comprises means to pass the one or  
11       more video preferences to the video server component.

1           27.    (New) The system of claim 22, wherein the interactive server component  
2       comprises means to connect with the phone call associated with the mobile phone  
3       though a voice network component; and

4           wherein the interactive server component comprises means to place the phone  
5       call associated with the mobile phone on hold;

6 wherein the video server component comprises means to send a query message  
7 to the mobile phone for permission to play the video at the mobile phone, and wherein  
8 the query message comprises an internet protocol address for connection to the video;  
9 and

10 wherein the mobile phone comprises means enabling the user to reply to the  
11 video server component with permission to play the video, and wherein the video server  
12 component comprises means to connect the mobile phone to the video at the internet  
13 protocol address through a data network.

1 28. (New) The system of claim 22, wherein the interactive server component  
2 comprises means to connect with the phone call associated with the mobile phone  
3 through a voice network component;

4 wherein the interactive server component comprises means to place the phone  
5 call associated with the mobile phone on hold; and

6 wherein the video server component comprises means to send a query message  
7 to the mobile phone for permission to play the video at the mobile phone, and wherein  
8 the query message comprises an internet protocol address for connection to the video;  
9 and

10 wherein a voice over internet protocol network comprises the voice network  
11 component and a data network, and wherein the mobile phone comprises means  
12 enabling the user to reply to the video server component with permission to play the  
13 video, and wherein the video server component comprises means to connect the mobile  
14 phone to the video at the internet protocol address through the voice over internet  
15 protocol network.

1           29.   (New) A method of placing on hold a phone call associated with a mobile  
2 phone, comprising the steps of:

3           searching, via an interactive server component, a database to determine one or  
4 more video preferences of a user of the mobile phone; and

5           employing at least one of the one or more video preferences, via a video server  
6 component, to play a video from a plurality of videos selected by the user via the mobile  
7 phone to play at the mobile phone while the phone call associated with the mobile  
8 phone is on hold.

1           30.   (New) The method of claim 29, further comprising the steps of:

2           sending a query message to the mobile phone for permission to play the video at  
3 the mobile phone, wherein the query message comprises a choice between the first  
4 video and a second video, and wherein the first video is stored at a first internet protocol  
5 address and the second video is stored at a second internet protocol address;

6           receiving a reply from a user of the mobile phone with a selection of the first  
7 video or the second video;

8           employing the selection of the first video or the second video to connect the  
9 mobile phone to the first internet protocol address for the first video or the second  
10 internet protocol address for the second video;

11          ending a transmission of the first video or the second video at the mobile phone;

12          and

13          taking the phone call associated with the mobile phone off hold when an intended  
14 recipient becomes available.

1           31.   (New) The method of claim 29, the method further comprising the steps  
2 of: obtaining user information of the user of the mobile phone from the phone call  
3 associated with the mobile phone;  
4           searching a database with the user information of the user of the mobile phone to  
5 determine the one or more video preferences of the user of the mobile phone;  
6           playing the video at the mobile phone;  
7           ending a transmission of the video at the mobile phone; and  
8           taking the phone call associated with the mobile phone off hold when the  
9 intended recipient becomes available.